

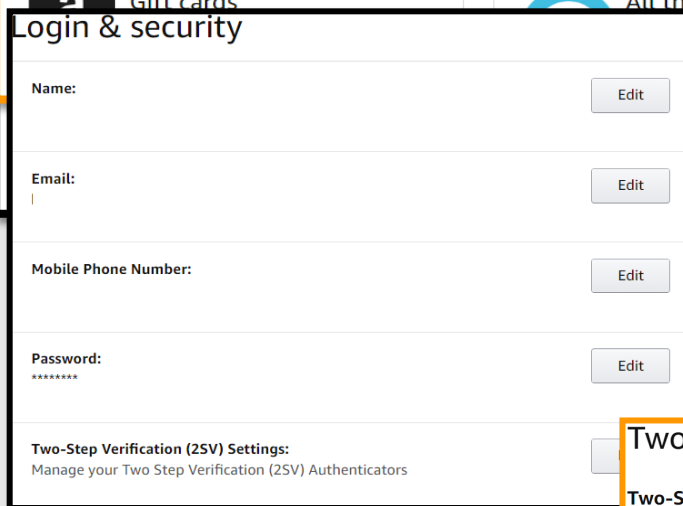
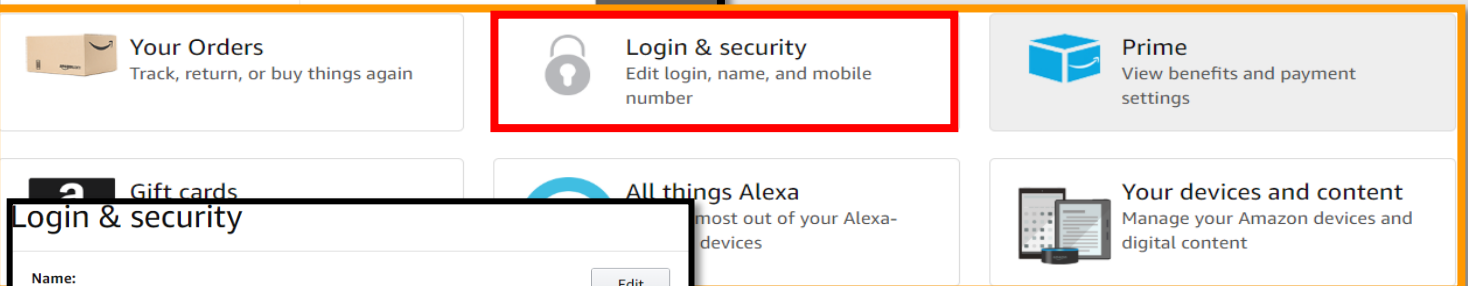
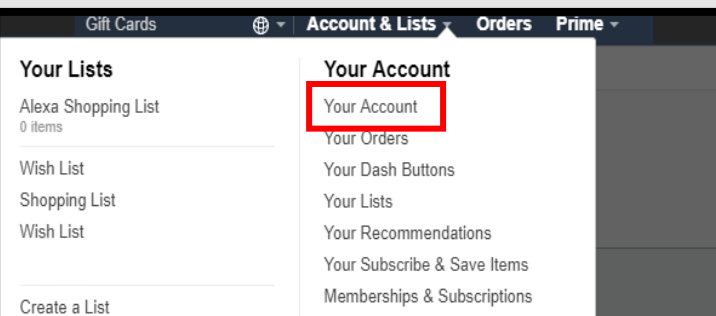
LOCKING DOWN amazon

Do's and Don'ts

- ◆ Do take time to clean up old credit cards from your account.
- ◆ Do use Two-Factor Authentication to protect all your information on Amazon. With all the information that Amazon captures it is important to make sure it is protected by every means available.
- ◆ Do frequently update your password for Amazon.
- ◆ Do not link any other accounts to your Amazon account. This will limit what outsiders can find out about you, to include your pattern of life and hobbies.
- ◆ Do not fall for scams on Amazon or from emails that appear to be from Amazon.
- ◆ Do not buy from international sellers. Avoiding this will help protect you from identity theft and scams.

Account Security

In order to lock down your Amazon account you will need to access "Your Account," located on the upper right side of your screen. From the "Account & Lists" option, select the down arrow to expand the menu. From this list, select "Your Account." Let's look at the "Login & Security" settings first.



To set-up "Two-Step Authentication" simply select "Get Started" (highlighted in red to the right) and follow the steps provided. Because Amazon retains some of your most sensitive information, like your credit cards and address, this feature is really important to help secure your account.

Two-Step Verification (2SV) Settings

Two-Step Verification

Require a password and an OTP to Sign-In to your account

Why do I need this?

Passwords can get stolen - especially if you use the same password for multiple sites. Adding Two-Step Verification means that even if your password gets stolen, your Amazon account will remain secure.

How does it work?

After you turn on Two-Step Verification for your account, signing in will be a little different:

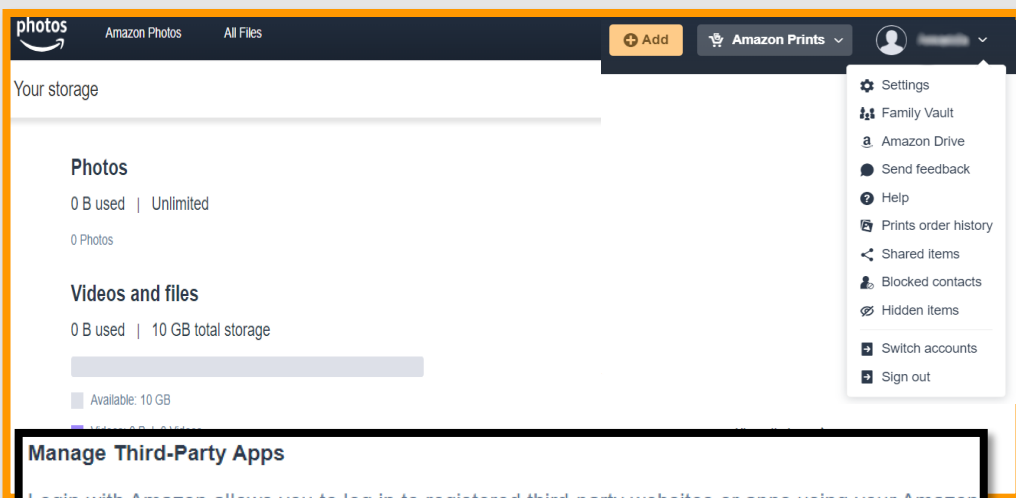
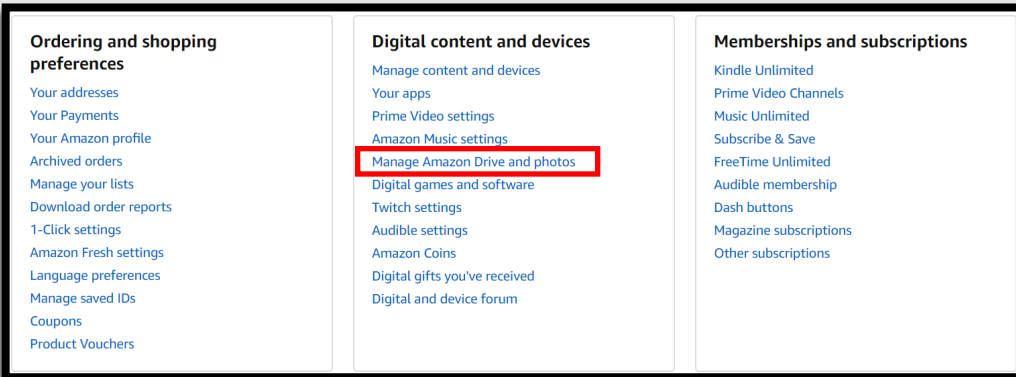
1. You'll enter your password, as usual.
2. We'll send you a One Time Password (OTP).
3. You'll enter the OTP, and complete your Sign-In.

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Digital Content & Device Security & Privacy

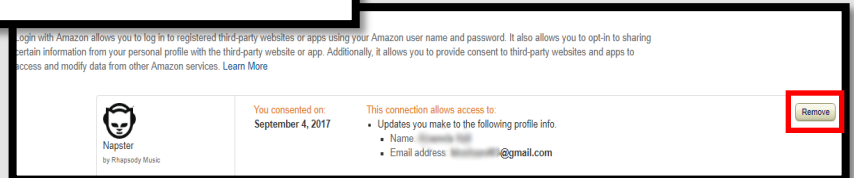
What is Amazon Drive? Amazon Drive is a secure online storage service for your photos, videos and files. Every Amazon customer gets 5 GB of free storage to save, organize, share and access all your files on desktop, mobile and tablet.

With each Amazon account comes an “Amazon Drive”. In order to lock down your “Amazon Drive,” go back to the “Your Account” section (shown on page one), and select “Manage Amazon Drive and Photos.” On the top right of the screen, select the profile picture to open the “Drive” menu. Next, select “Settings” and scroll down to the “Manage Third-Party Apps” section. Once there, select “Manage Login with Amazon.” Here you can review any apps you may have logged on to through your Amazon account and if need-be, remove accounts you no longer use.

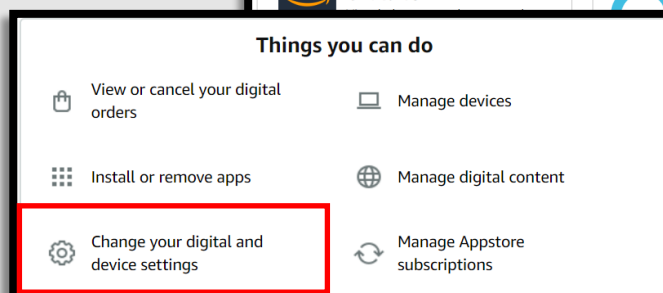
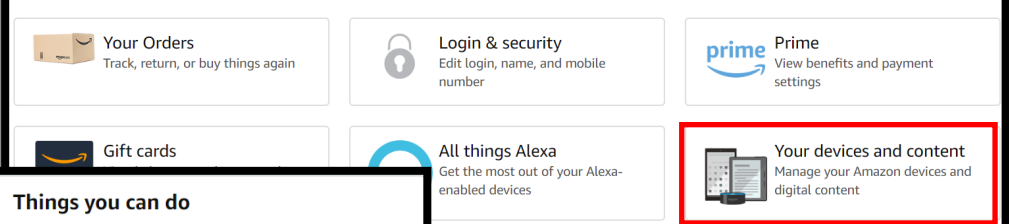


Manage Third-Party Apps
Login with Amazon allows you to log in to registered third-party websites or apps using your Amazon user name and password. It also allows you to opt-in to letting third-party websites or apps read or modify content in your Amazon Photos account. [Learn more](#)
Manage Login with Amazon

Now, let's go back to “Your Account” and select “Your devices and content”, then select “Change your digital and device settings”. You may want to review the settings (next page) to make sure the content agrees with your needs. We recommend that you review “Saved Wi-Fi Passwords” to make sure there are no passwords saved that you do not want Amazon to retain.



Your Account



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(... Image continued, last page)

Households and Family Library

Amazon Households enables two adults within a family to collectively manage content and share access to membership benefits.

- Prime members can share FREE Two-day shipping, Prime Instant Video Streaming, Prime Early Access, and the ability to borrow books from Kindle Owners' Lending Library. Prime members can also share access to the 20% off diapers discount and the 15% Baby Registry Completion discount, compliments of Amazon Family.
- Create a Family Library to share books, apps, and games on your Amazon devices and media apps.
- Both adults can manage parental controls with Amazon FreeTime for up to 4 children.

[Learn more about Households](#)

Saved Wi-Fi Passwords

Your saved Wi-Fi passwords allow you to configure compatible devices so that you won't need to re-enter your Wi-Fi password on each device. Once saved to Amazon, your Wi-Fi passwords are sent over a secured connection and are stored in an encrypted file on an Amazon server. Amazon will only use your Wi-Fi passwords to connect your compatible devices and will not share them with any third party without your permission. [Learn more](#)

Your Saved Wi-Fi Passwords
All Devices [Delete](#)

Wi-Fi simple setup

Enable this setting to allow eligible devices to automatically use your saved Wi-Fi passwords during setup.

Wi-Fi simple setup is enabled [Disable](#)

Advertising & Communications Security

Now let's check the security and privacy settings regarding advertising and communications on your account. Go back to "Your Account" and in the "Communication and Content" section (see below), select "Advertising Preferences" so we can review what Amazon provides to you and to advertisers. Personalized ads, sometimes referred to as targeted or interest-based ads are based on information about you, such as the products you view, the purchases you make on Amazon, or websites you visit where Amazon might provide ads or content.

Communication and content	Shopping programs and rentals	Other programs
Messages from Amazon and sellers Email subscriptions Advertising preferences Communication preferences Shipment updates via text	Third Party Credit Card Installment Rentals by Amazon Amazon Household Pantry Shop the Kids' Store by age	Amazon credit cards Your seller account Login with Amazon Amazon Pay Manage your trade-ins

Amazon Advertising Preferences

What are personalized ads? Personalized ads, sometimes referred to as targeted or interest-based ads, are based on information about you, such as the products you view on Amazon.com, your purchases on Amazon.com, visits to websites where we provide ads or content, or use of our payment services on other websites. You can set your preference for ads personalized by Amazon here, or visit our [Interest-Based-Ads](#) page to learn more.

Submit Your Preference

☐ Personalize Ads from Amazon
☒ Do Not Personalize Ads from Amazon for this Internet Browser

[Submit](#)

Note that even if you choose not to see personalized ads above, you may see personalized product recommendations and other similar features on Amazon.com and its affiliated sites. You may also see ads provided by Amazon.com on other websites; they just won't be personalized.

Because your selection above is managed through HTTP cookies, if you delete these cookies or use a different browser, you will have to make this same selection again.

We recommend you select "Do Not Personalize Ads from Amazon for this Internet Browser." This does exactly what it says in the title, but for the current browser only. Amazon has been known to reset your privacy and other settings if it is opened from a browser different from the one used to lock it down originally. It will also reset your settings if you clear your cookies and delete your internet history. This means that you will need to go back into Amazon and make sure your settings are still intact any time you delete cookies or clear your browser history.

Now let's go back to "Your Account" and select "Communication Preferences" (see above). Select the down arrow to the right of "Marketing Information by Post", and select "Do not send me marketing information by mail" (highlighted in red to the right). This will help to eliminate spam and other marketing emails from cluttering your inbox. Be sure to select the "Update" button to save these changes.

Communication Preferences Center

We'd like to stay in touch, but only in ways that you find useful.

Mail Preferences

Marketing Information by Post

We sometimes send our customers marketing information by mail (e.g. printed product catalogs, letters about products and services). Here you can choose if you want to receive such information.

☐ Send me information about my Amazon memberships, new Amazon products and services, deals or recommendations by mail.
☒ Do not send me marketing information by mail.

Check the button above to stop receiving all Amazon marketing information by post (except transactional mailings, subscription mailings and mailings about programs in which you are enrolled).

Your consent to receive mail and occasional newsletters for the offers and products most relevant to you.

[Cancel](#) [Update](#)

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Parental Controls

Account & Settings

Your Account Playback **Parental Controls** Subtitles Your Devices Watch History

Prime Video PIN

Your PIN is used to authorize purchases and to bypass Parental Controls. [Learn more](#)

* * * * *

Change

PIN on purchase

To help prevent accidental charges, enable the Prime Video PIN for purchases. [Learn more](#)
Note: Restrictions for Fire TV and Fire Tablet must be set on the device.

☒ On
☐ Off

Ordering and shopping preferences

Your addresses
Your Payments
Your Amazon profile
Archived orders
Manage your lists
Download order reports
1-Click settings
Amazon Fresh settings
Language preferences
Manage saved IDs
Coupons
Product Vouchers

Digital content and devices

Manage content and devices
Your apps
Prime Video settings
Amazon Music settings
Manage Amazon Drive and photos
Digital games and software
Twitch settings
Audible settings
Amazon Coins
Digital gifts you've received
Digital and device forum

Memberships and subscriptions

Kindle Unlimited
Prime Video Channels
Music Unlimited
Subscribe & Save
FreeTime Unlimited
Audible membership
Dash buttons
Magazine subscriptions
Other subscriptions

Let's take a look at the "Parental Controls" and settings located in the "Video" section of Amazon. To do that you will need to go back to "Your Account" and select "Prime Video Settings" under "Digital content and devices." At the top of the page select "Parental Controls". For parents, it is always important to monitor and protect our children from age inappropriate material on the internet and television screen. Amazon allows parents to set "Prime Video PINs" and "Viewing Restrictions". Setting the restrictions means that any time someone attempts to play a video or other content (depending on the device, i.e. the Amazon Fire Stick) they will be required to put in a PIN, which will be designated here by you.

If you scroll down on the "Video Settings" page, you will find the "Viewing Restrictions" section. Here you can select at what age rating you would like a PIN to be required. If you scroll even further down, Amazon lists other Amazon devices (as shown below) that require parental controls be set separately. These settings are inherent to, and accessed from, the devices themselves.

Viewing restrictions

① Viewing restrictions **only** apply to the devices selected below. Restrictions for **Fire TV** and **Xbox** devices must be set on those devices. [Learn more](#)

Videos with these ratings require a PIN: 16, 18
Tap age to set restrictions

G	Videos suitable for General Audiences are available.
7	Videos suitable for General Audiences and older children are available.
16	Videos suitable for General Audiences, Family, and Teens and Young Adults are available.
18	All videos, including those not rated or for mature audiences, are available.

Prime Video parental controls work by requiring entry restrictions you've enabled.

Important: The following devices have their own parental controls settings to restrict access to content and purchasing, and you'll need to manage these settings directly on the device:

Amazon Fire TV devices (Amazon Fire TV and Fire TV Stick) – Amazon Fire TV devices have their own parental controls settings to block purchasing and access to titles in selected ratings categories. For more information, go to [Fire TV Help](#) and select your device.

Fire tablets – You can set purchasing restrictions for your Fire tablet from the Settings menu. To learn more, go to [Fire & Kindle Support](#) and select your device.

Fire phone - You can set purchasing restrictions for your Fire tablet from the Settings menu. To learn more, go to [Set Up Parental Controls on Fire Phone](#).

Xbox 360 – Prime Video purchasing is not available on Xbox devices; and Xbox 360 consoles have their own parental controls settings you need to set directly on the device. For more information, go to [Xbox Support](#).

We recommend that you take time to review each device you own and set the parental controls according to your preferences. This is even more important for the Xbox and other gaming devices. These types of devices, if parental controls are not set, allow users to interact with others and purchase items using the credit card on file.

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Security & Privacy for Shopping

Wish Lists

Next, let's review your security and privacy for some of your shopping features. Go back to "Your Account", select "Ordering and shopping preferences". We'll review "Manage your lists", but feel free to go through all items in this section.

Ordering and shopping preferences

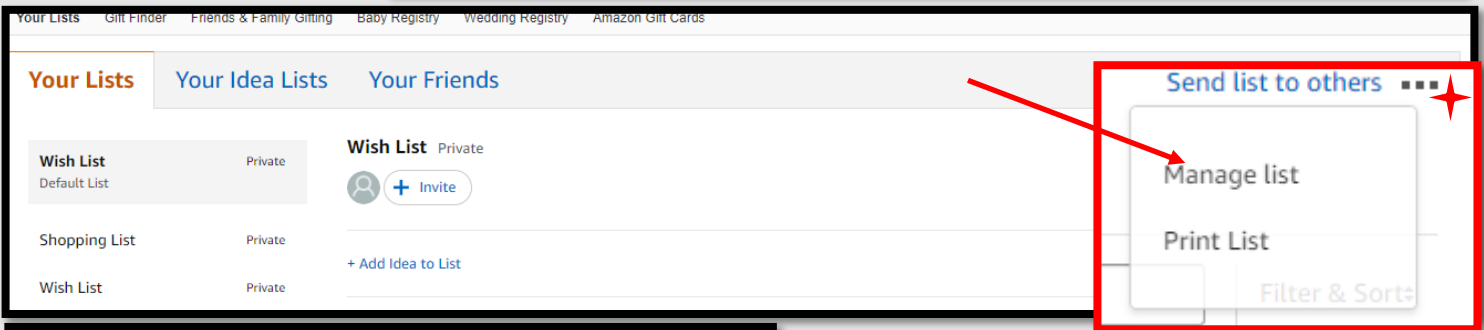
Your addresses
Your Payments
Your Amazon profile
Archived orders
Manage your lists
Download order reports
1-Click settings
Amazon Fresh settings
Language preferences
Manage saved IDs
Coupons
Product Vouchers

Digital content and devices

Manage content and devices
Your apps
Prime Video settings
Amazon Music settings
Manage Amazon Drive and photos
Digital games and software
Twitch settings
Audible settings
Amazon Coins
Digital gifts you've received
Digital and device forum

Memberships and subscriptions

Kindle Unlimited
Prime Video Channels
Music Unlimited
Subscribe & Save
FreeTime Unlimited
Audible membership
Dash buttons
Magazine subscriptions
Other subscriptions



Manage list

People who access your list will see your recipient name.

List name: Wish List

Privacy: Private

List Access via Alexa:
☐ Add to list only
☐ Read and Add to list
☒ No Alexa access
 Alexa-enabled devices will not have access to the list.

List is for: You

Recipient:
 Email:

Birthday:
 Description: Write a little something about the recipient of this list. Tip: This information will help others find your lists

Shipping Address:
☐ Keep purchased items on your list
☐ Don't spoil my surprises
☒ Default List

Delete list

Cancel Save Changes

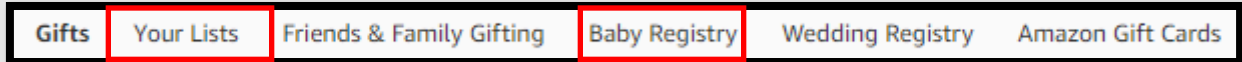
One of the most public sections of Amazon is the "Wish Lists." If not made private, anyone can view your lists and gain information about who you are or who the people in your family are (how many, gender, age, etc.). People use "Lists" for making Christmas lists, birthday lists, or even grocery lists. The titles of these lists are revealing (i.e. a child's name for a birthday or Christmas list). These small tid-bits of information could be useful to a social engineer or identity thief when combined with other bits of data on you. Amazon has recently changed its privacy options for "Wish Lists", requiring users to enter an email address in order to access any "Wish List", so make sure that information is locked down. New to the "Wish List", is the option to provide Alexa with access to your "Lists". We do not recommend you provide such access but instead set each list to "Private".

Select "Manage your list" from "Ordering and Shopping Preferences" in order to begin the process of locking down your lists. Once there, your "Wish Lists" will be on the left hand side of the screen (see above). In order to review and change these settings, select the ellipse (as shown above in red), and select "Manage List." From there, select "Privacy" and select "Private" from the list. Be sure to select "Save Changes."

LOCKING DOWN amazon

Security & Privacy for Shopping, ctd.

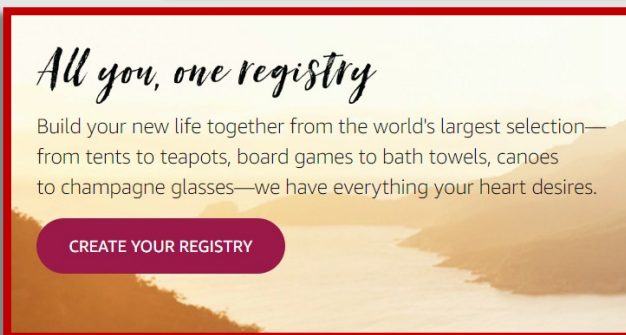
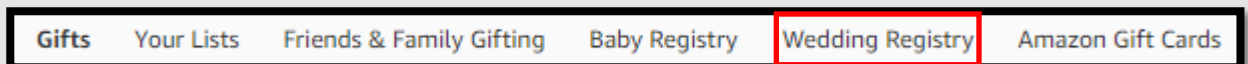
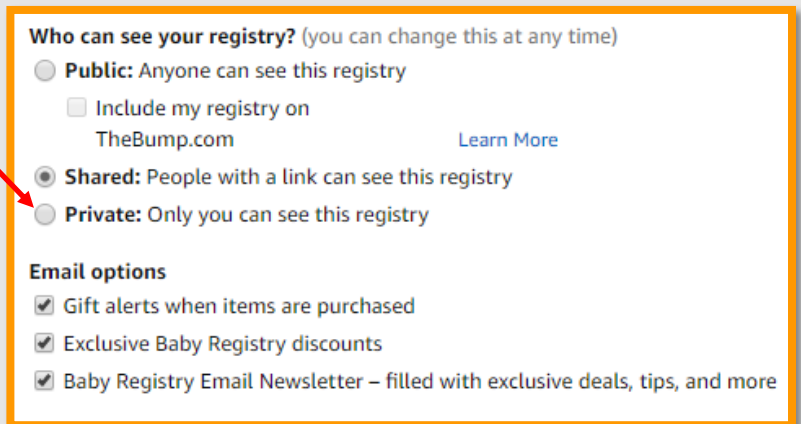
Registries



If you have already created a baby registry, you simply need to go to the "Registry Settings" and change the privacy from there. It is also important to remember to delete your registries when you no longer need them.

Your "Wedding Registry" is equally important to lock down. Think about everything that goes into a wedding registry, what it might say about a couple, and how beneficial that information could be to an identity thief.

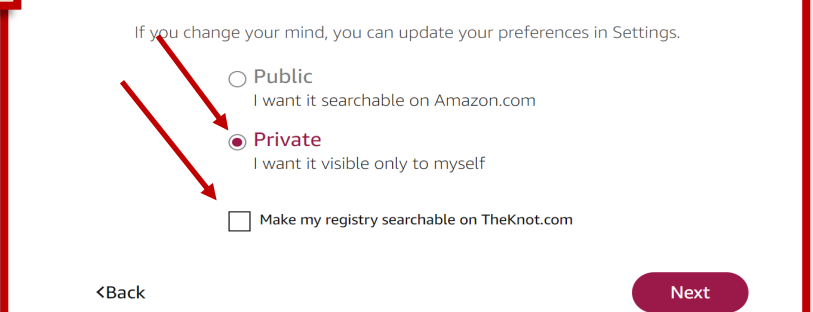
Much like a "Wish List", your registries can also be displayed publicly unless you say otherwise. While still in your "Wish List", go to the top menu and select "Baby Registry." To create your "Baby Registry" select "Create a new Baby Registry" from the center of your page. Scroll down to "Who can see your registry" and select "Shared" or "Private" for the visibility of your registry. It is important to note that if you decide to make your registry "Public", it may be shared on a third party website - TheBump - unless you "Unselect" that option.



Like the "Baby Registry," the "Wedding Registry" may be listed on a third party vendor - TheKnott.com. It is recommended that you **not** make your registry searchable on TheKnott.com, select the box to the left of this option in order to "Uncheck" it.

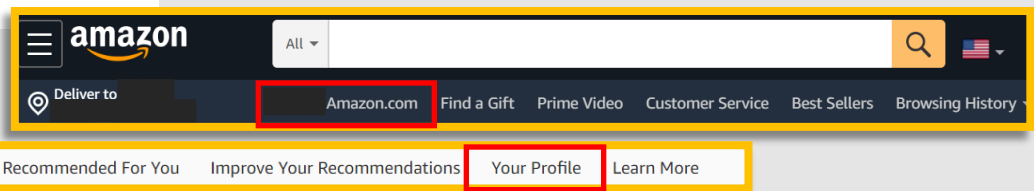
In order to lock down your "Wedding Registry", go back to the "Wish List" menu, select "Wedding Registry" (see above). From there, scroll to the middle and select the appropriate privacy settings for your registry. We recommend setting your registry to "Private" until you are ready to use it and then only to "People with a link can see this registry" (found in your registry settings highlighted above). Once you no longer need the registry, be sure to delete it.

Do you want your registry to be public or private?



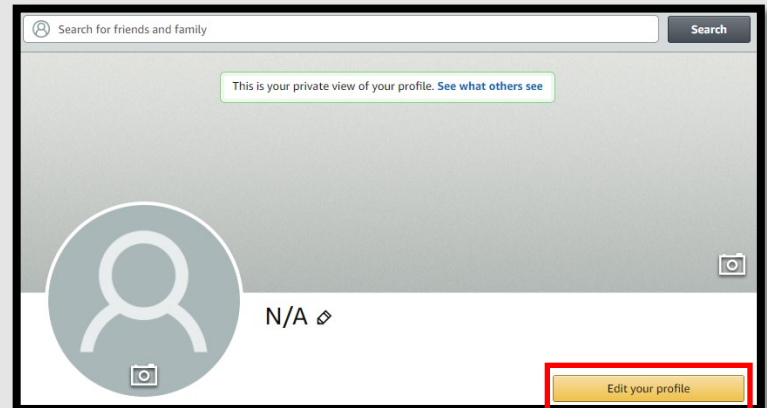
LOCKING DOWN amazon

Personal Profile Security & Privacy

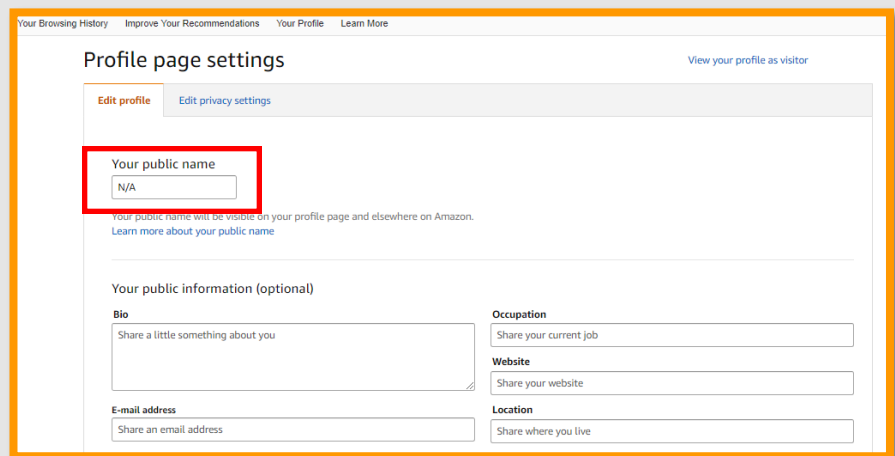


Most people do not realize that Amazon provides you with your own “Public Profile”. This “Profile” and your entire “Amazon Account” can be linked to any of your social media accounts. It is therefore important to review your profile and its settings to ensure it is locked down, not linked to other social media accounts, and not searchable by the public.

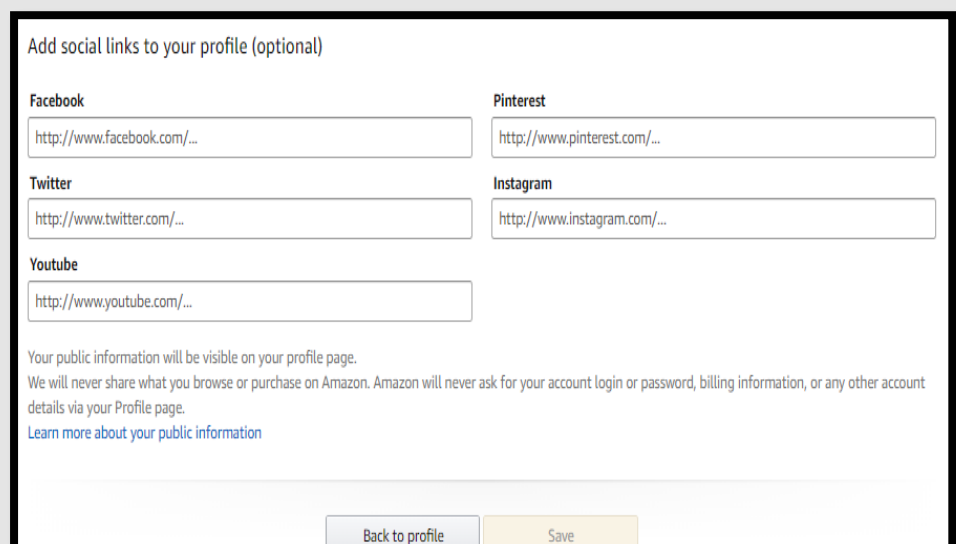
In order to lock down your Amazon account, go back to “Your Account”, select “Your Name’s Amazon.com”, the second item on the second menu bar, then “Your Profile” on the third menu bar that appears (see above). From there, follow the steps below and on the remaining pages to best secure your profile.



Now let’s begin the process of making sure your “Profile” is locked down. Select “Edit your profile” as shown above in red. In the “Profile page settings” review all of your information to make sure only information you want on public profile is filled in. We recommend you **not** display your full name in the “Your public name” section.



Scroll down on the page and find the “Add social links to your profile” section to make sure you have not linked any of your social media accounts to your Amazon account. Amazon is a great place to shop for just about anything, and as such it becomes a picture of who you are and who your family might be. This includes any product reviews you post on Amazon. It is recommended that if you do review products, that you do not put any personal information in your review.



“Ships from” and “sold by” [seller]: Third-party seller that ships an item from them directly to you. Amazon doesn’t touch the item. This is where scammers thrive. #themoreyouknow

"Sold by" [seller] and "Fulfilled by" Amazon: A third-party seller sends the product to Amazon's warehouse, then Amazon ships. These items can be "Prime" eligible, but are still third-party.

LOCKING DOWN amazon

Personal Profile Security & Privacy, cont.

Profile page settings [View your profile as visitor](#)

[Edit profile](#) [Edit privacy settings](#)

What's public on your profile

When checked, the below settings will be applied to your Profile page. Privacy settings that apply to individual activities will always override your general privacy settings chosen here. Changes you make will be reflected across all experiences that you log into using this Amazon account. These settings may not be reflected elsewhere on Amazon. For example if you remove reviews from your Profile page they will still be viewable on the product page.

☐ Top Contributor Status (This requires reviews and customer follow to be turned on.) [Learn more](#)

Public activity	Following and badges	Lists
<input type="checkbox"/> Reviews	<input type="checkbox"/> Who You Follow	<input type="checkbox"/> Public Wish Lists
	<input type="checkbox"/> Top Reviewer Badges	<input type="checkbox"/> Wedding Registry
		<input type="checkbox"/> Baby Registry

☒ Hide all activity on your profile [Read more](#)

☒ Hide sensitive activity [Read more](#)

Now let's go to the "Edit privacy settings" to review and make sure they are set. Select "Edit privacy settings" (see above) to review how they are presently configured. We recommend that you select the box "Hide all activity on your profile" as well as "Hide sensitive activity." Users can view their "Profile" as a visitor, by selecting "View your profile as visitor" from the top right of the "Profile page settings." This capability allows users to ensure their profile is properly locked down so that information specific to the User is not readily available to anyone.

Next, scroll down to the bottom of the "Edit privacy settings" and make sure the box titled "Allow customers to follow you" is **not** checked. It is also important to click on the "See who is following you" link to make sure you have not allowed anyone to follow you up to this point (below).

Follow settings:

☐ Allow customers to follow you

When customers follow you, they will be notified of your new content, such as reviews or articles. You can turn this off at any time and customers will no longer be following you. We will not share what you browse or purchase on Amazon with your followers.

[Learn more about your public activity](#)

[See who is following you](#)

If you have any followers, you can delete them from this link and then update your privacy settings as shown above to preclude any future followers. We recommend you do **not** let people follow you on Amazon, but especially if you do not know them.

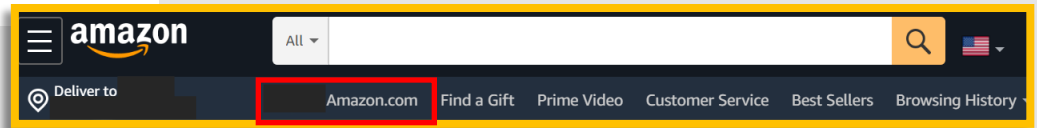
Your Followers (0)

Oops. It looks like you are not allowing customers to follow you.

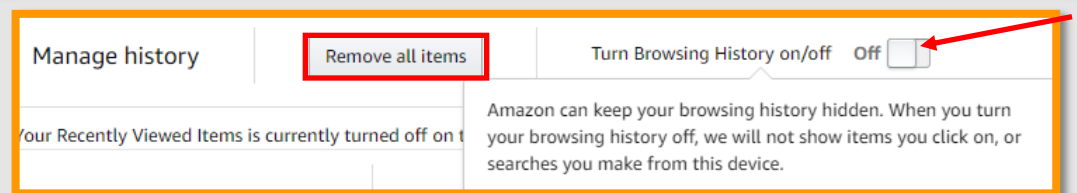
[Update your privacy settings?](#)

LOCKING DOWN amazon

Profiles Security & Privacy, ctd.

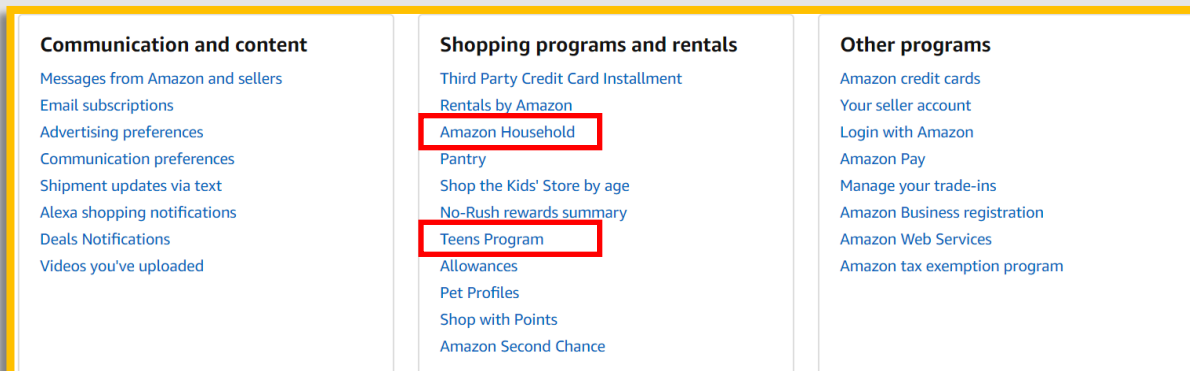


Now let's take a look at "Your Browsing History". Go to the top menu bar, from either the "Your Profile" section or the "Your followers" page, and select "Your Browsing History". From here, look at the right side of your screen and select the drop down arrow next to "Manage history." From here, it is recommend you remove all items and "Turn Browsing History" to "Off."



Amazon has different profiles to help you manage your account and any account you may want to create for your children. For instance, a teenager can have their own log in and purchase ability, while parents maintain control over purchases. Parents can also add any children under 12 to their accounts to help manage the content displayed on certain devices, such as the Fire TV. "Amazon Household" is an option if you want to share a profile with your whole family.

Explore these options by going to your "Account", then "Shopping programs and rentals", and "Amazon Household", "Teens Program", etc.



What is an Amazon Household?

A Household allows you to connect and share Amazon benefits with the whole family. Two adults and up to four teens and four child profiles may link in a Household.

Adults (18 and up)

Two adults in a Household can share digital content and if they are Prime members, Prime benefits.

Teens (13-17 years old)

Teen logins allow teens to shop on their own and parents approve the order with a simple text. Teens may also access certain Prime benefits if their parents are a Prime member. [Learn more](#)

Teen logins are not currently supported on Kindle

Children (12 and under)

Parents can add children to a Household to manage parental controls on Fire tablets, Kindle e-readers and Fire TV through Kindle FreeTime. Personalize each child's experience by selecting what content they are able to see, and set educational goals and time limits. Children can access digital content that their parent allows on their child's device but are not enabled to shop.

